

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Thomas E. Coverstone

Serial No.: 10/020,094      Confirm 9964

Filed: 12/13/2001

For: Wireless Communication System for  
Sending Advertisements Based on  
Location Determination and Previously  
Specified User Selections (As Amended)

Group Art Unit: 2617

Examiner: D AGOSTA, Stephen M.

Atty. Dkt. No.: 8931.002.NPUS0

DECLARATION OF THOMAS E. COVERSTONE UNDER 37 C.F.R. § 1.132

Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

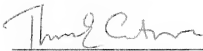
Sir:

1. My name is Thomas E. Coverstone. In am over eighteen years of age and I am otherwise competent to make this declaration.
2. I am the inventor of the subject matter disclosed and claimed in the above-identified U.S. Patent Application Serial No. 10/020,094 filed Dec. 13, 2001.

3. On April 7, 2010, I viewed a video about NAVTEQ Location Point Advertising by visiting an Internet [http:// web page at navteqmedia.com/pressroom/video/](http://web.page.at.navteqmedia.com/pressroom/video/). Attached is a true and correct transcript of the audio portion of this video. Also attached are true and correct still shots of this video at about one second intervals.

4. I declare that all statements made of my knowledge are true and that all statements made on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application of any patent issued thereon.

Executed this 20<sup>th</sup> day of April, 2010.



---

Thomas E. Coverstone

Transcript of the Navteq video at <http://navteqmedia.com/pressroom/video/> on April 7, 2010.

Use Navteq Location Point Advertising to point consumers in your direction via mobile phones and personal GPS devices. Location Point Advertising delivers value added offers with relevant content that entice consumers to take action. Consumers see your ads where and when they are most receptive to your offer. Engage with consumers while they are near your retail location. They're looking for information, open to incentives, and ready to buy. If you want to send an offer to consumers you can do so when they are five blocks or five miles from your store front. You decide. Picture a busy mom driving home a car full of hungry kids. You can send her an offer for buy one get one sandwiches. When they click your coupon, call or get routed to your location, their actions are measurable, giving you solid ROI. Navteq Location Point Advertising lets you control what, where, when, and how consumers see your message. Navteq Media Solutions. Good advertising moves people, great advertising moves with them.

